GOVERNMENT OF INDIA
TEXTILES
LOK SABHA

UNSTARRED QUESTION NO:6161
ANSWERED ON:05.05.2000
STRATEGY TO INCREASE HANDLOOM EXPORTS
SADASHIVRAO DADOBA MANDLIK

Will the Minister of TEXTILES be pleased to state:

(a) whether the Government have adopted any new strategy to increase handloom exports; and

(b) if so, the details thereof?

Answer

MINISTER OF STATE FOR TEXTILES

(SHRI GINGEE N. RAMACHANDRAN)

a & b) Yes Sir, In order to promote export of handloom products in the light of challenges posed by the world market, efforts are being made to make the sector more competitive. Effective measures are being initiated to increase productivity and improve quality, and introduce modern designs in the handloom sector to suit the requirements of international market. The strategy includes providing exposure to international market through participation in International fairs etc. In order to give substantial impetus to the export of handloom fabrics, made-ups and other handloom items for the country, a Scheme for `Development of Exportable Products and their Marketing` has been introduced during 1996-97. Under the Scheme assistance is available for developing exportable products, building up of production capability for export and thereafter marketing it in the International fairs abroad. So far 55 projects have been sanctioned under the Scheme to various Handloom Co-operatives/Apex/Corporations/ Councils etc.